

NFL Emerging Business Workshops

Marketing 101

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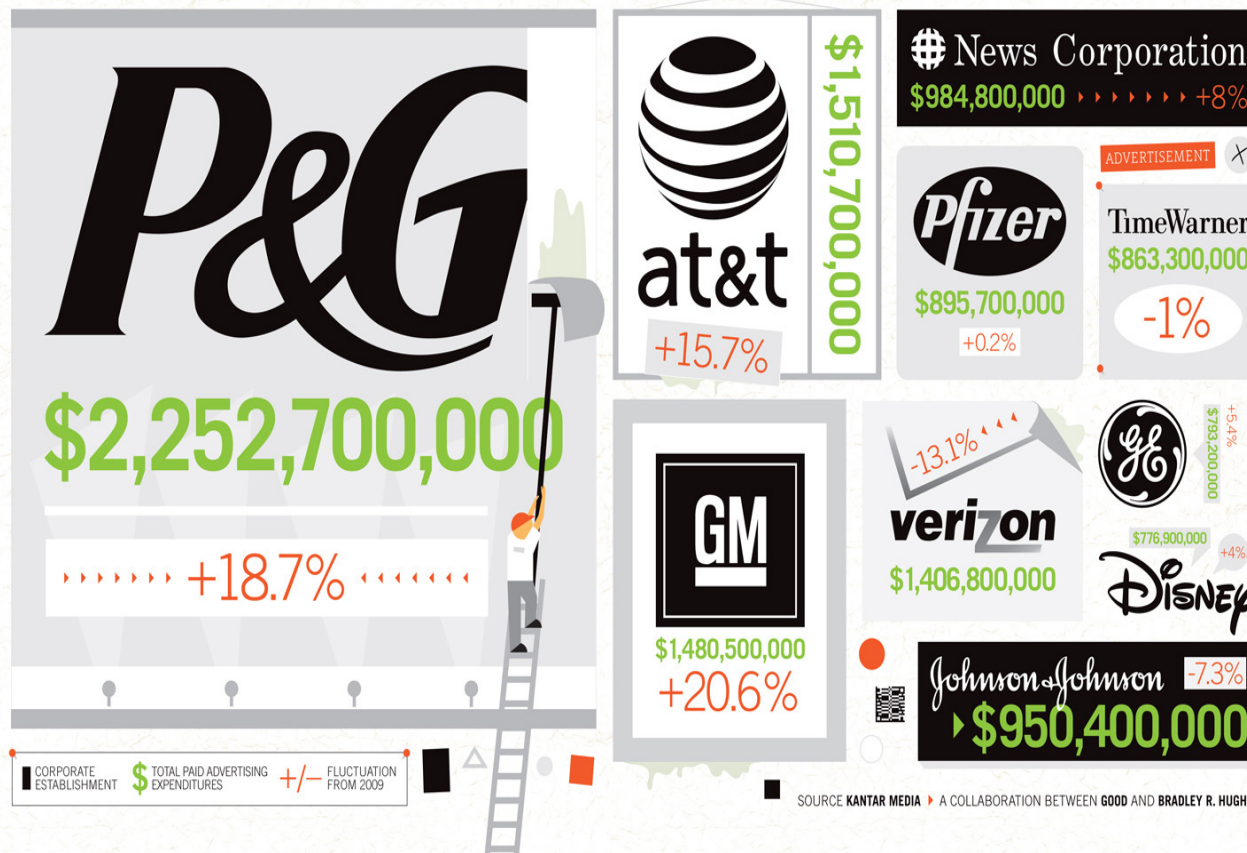
KELLEY SCHOOL OF BUSINESS

INDIANA UNIVERSITY
IUPUI

What is Marketing?

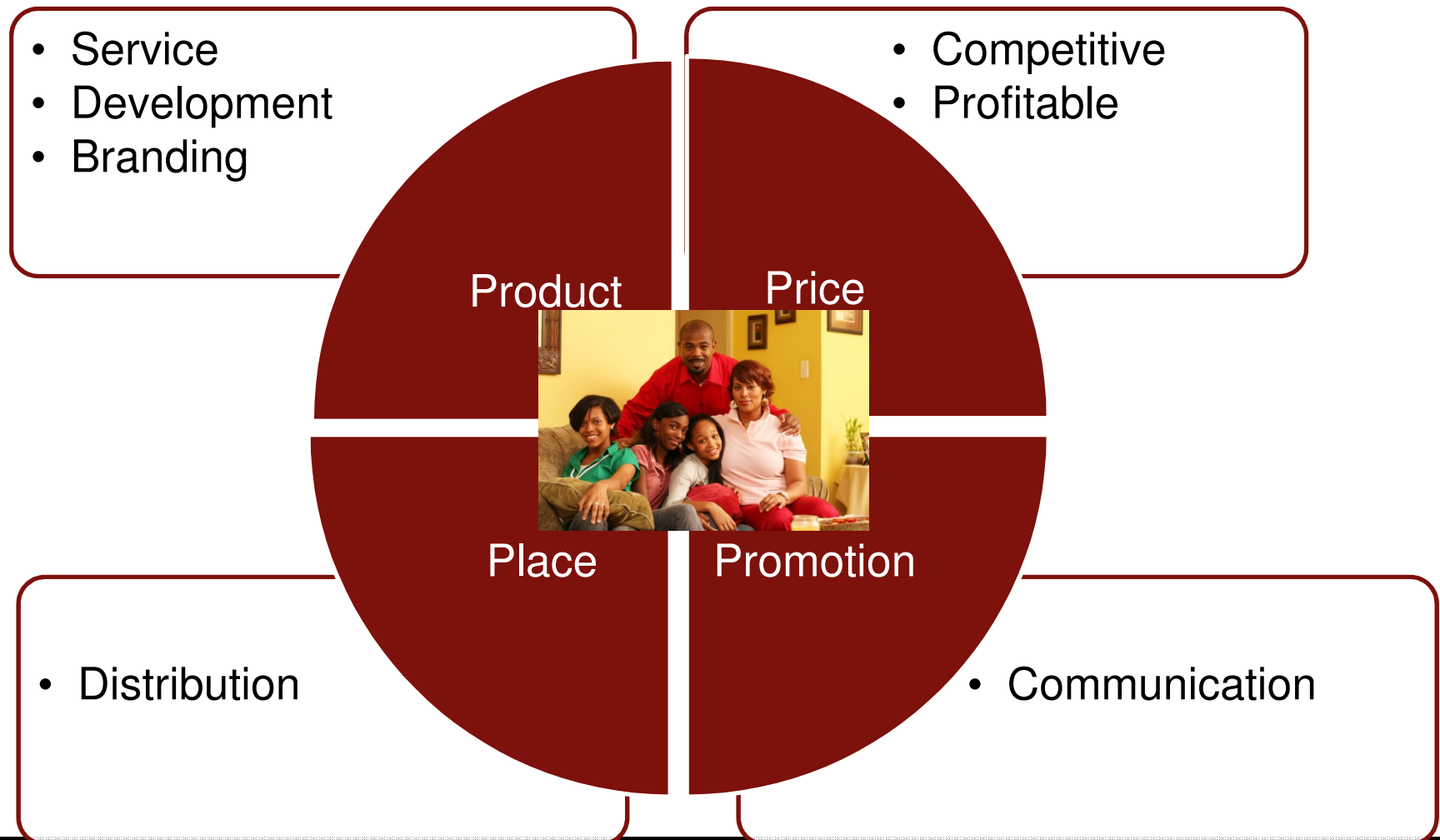
PAYING FOR YOUR EYEBALLS

COMPANIES WANT YOUR ATTENTION, and they're willing to pay for it. In the first three quarters of 2010 (January through September), businesses spent more than \$94 billion in advertising fees. These are the companies that paid the most for your attention in that time.



<http://awesome.good.is/transparency/web/1101/advertising/flat.html>

What is Marketing?



I have a great idea but will anyone buy it? Need to figure out who!

- **Consumers**
 - Age, gender, geographic
 - Lifestyle, interests
 - Benefits sought



We are just a small, commercial cleaning company. Who would be our target market?

- **Business**

- **Industry** (medical, offices, child care)
- **Usage** (daily cleanings, deep cleanings)
- **Geographic** (downtown, south side, east side)
- **Size** (small – 2 person jobs, large – 10 person crew)

***Now that we know our target market,
how do we use that information?***

- Design strategy around the target market's needs / wants

How does Scotty's Brewhouse, a local restaurant, develop its strategy around their target market?

- **Product:**
 - **Scotty's Brewhouse** – *5 locations*
 - **Scotty's Lakehouse** – *Geist*
 - **Thr3e Wise Men Brewing Company** – *Broad Ripple*
 - **Burger Joint** - *Columbus*



How does our small cleaning company develop its strategy around their target market?

- What's important to the target market?
 - Reliability, trustworthy, inexpensive, flexible
- Design our service (and promotion) around those points.

Distribution (Place)

Scotty's:

- “To offset mounting costs, Scotty's will tap partners for help. Beverage makers Red Bull and Jim Beam will donate stand-up pub tables for use in the tent. And the local distributor of Budweiser beer, which is a Super Bowl sponsor, has agreed to offset about half of the tent costs, which run over \$10,000.” *Indianapolis Star, 11/27/11*
- Locations

Small Cleaning company:

- Work with distributors to get the supplies that will meet the target market's needs (i.e. cost, smell, 'professional')
- Nearby location - flexibility

Promotion (Communication)

Scotty's:

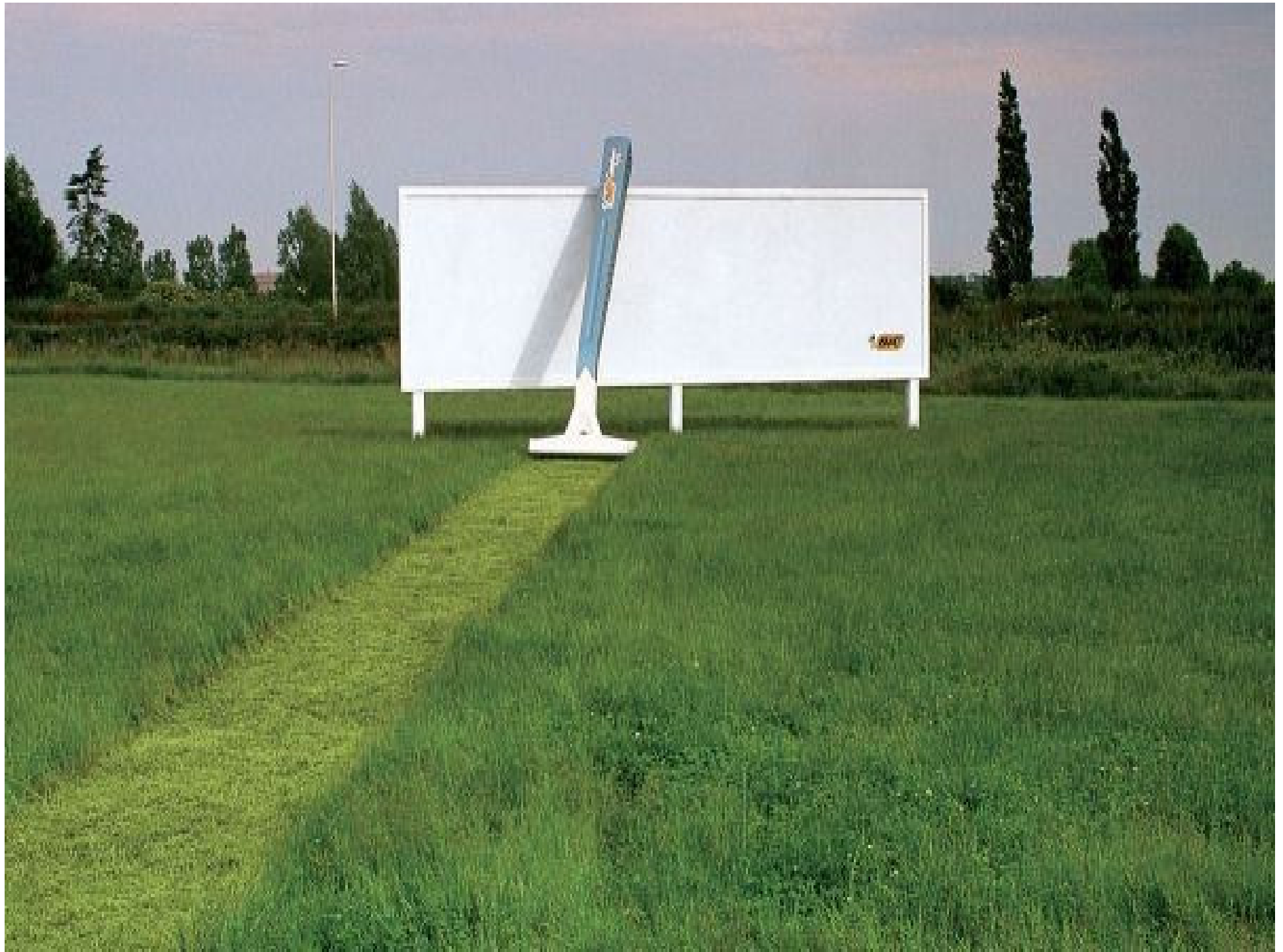
- Special Events, Online, Social Media

Small Cleaning company:

- Direct Mail
- Sales visits with freebies
- Local events

Other ideas:

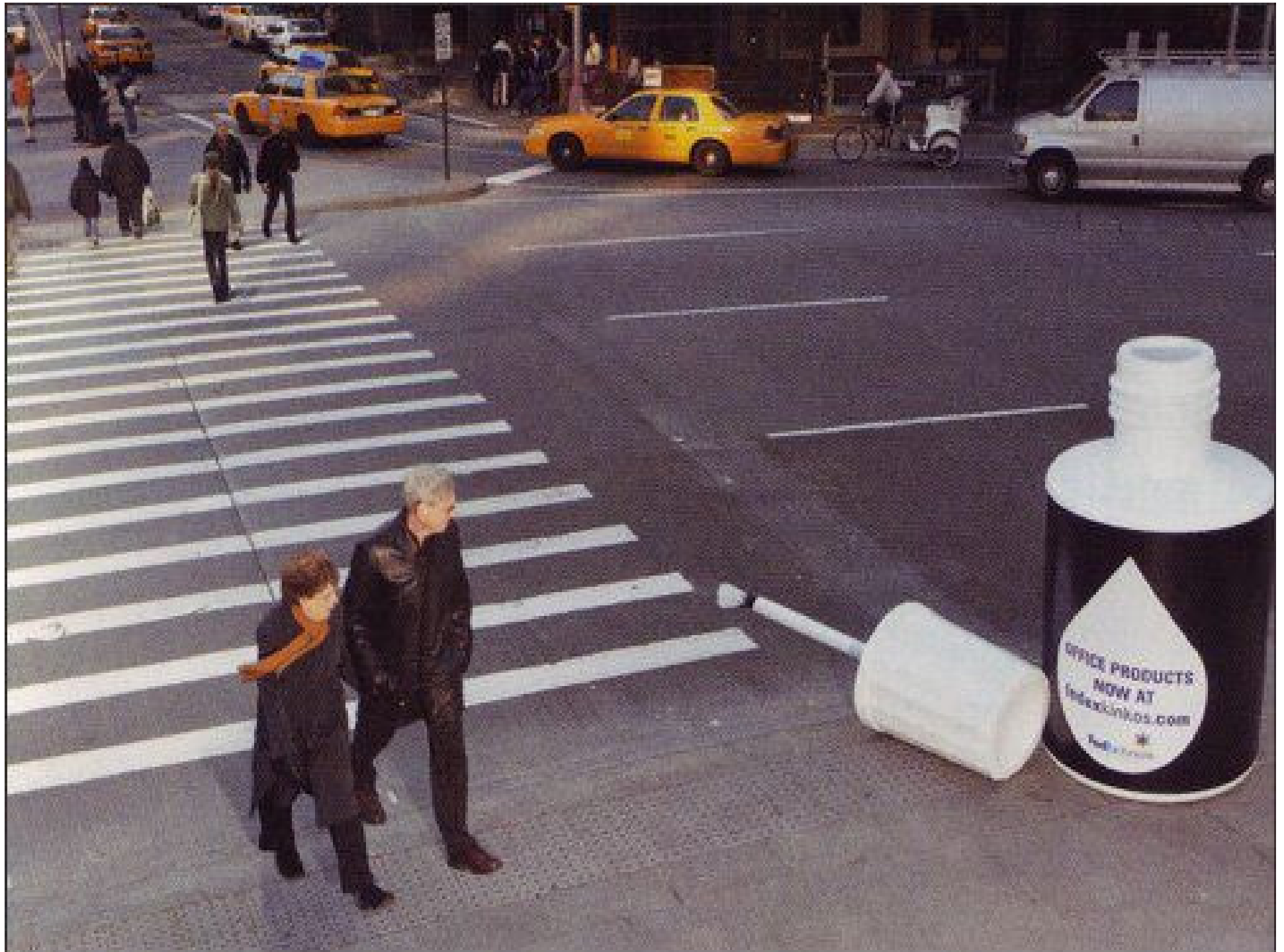
- PR
- Outdoor advertising















Time for Silberman's Fitness Center.
899-9501



VIACOM



Getting to know your target market

- **Formal Research**

- *How do you use your mouthwash?*
- Focus Groups
- Purchase information



- **Informal Research**

- Security tapes
- Email list of customers
- Online comments

The Ultimate Victory for a Mouse



“If a man makes a better mousetrap, the world will be a path to his door.”

Ralph Waldo Emerson



Original – 2 for \$.15; moderately efficient (50%)

New – 1 for \$.25; very efficient (90%)

Questions

1. What triggers the decision to buy a mousetrap?
2. Who in the family makes the decision to buy?
3. Who actually buys the mousetrap?
4. Where does the person buy the mousetrap?
5. Who in the family uses the mousetrap?
6. How do they use it?
7. What features do users want in a mousetrap?
8. Why did the 'better' plastic mousetrap not meet sales expectations?

	Wooden Trap	Plastic Trap
Reuse		X
Dispose	X	

What mistake did Woodstream make?

They researched the mice...mice don't buy mousetraps!

They needed to know what the target market (women) wanted.

I'd love to hear from you! Any
questions or comments?

